

## ABSTRACT

The invention concerns a device for applying a weatherstrip (10) on a motor vehicle body (20), and a related method. Said body (20) bears an elongated receiving surface (21) with a predetermined profile. The application device comprises a plate (30) for applying the weatherstrip (10) on the receiving surface (21), means for pressing the weatherstrip on the receiving surface (21), and means for guiding the application plate (30) on a trajectory along the predetermined profile of the receiving surface (21). The invention is characterized in that the guide means comprise programmable articulated mechanical means for moving the application plate (30), and means for programming the programmable articulated mechanical means to adapt the trajectory of the application means (30) to different predetermined profiles corresponding to different types of vehicles.